

APPAREL AND ACCESSORIES

Gucci's flora and fauna invades Harrods for storewide initiative

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Harrods Gucci Garden takeover will include window displays. Image courtesy of Harrods

By STAFF REPORTS

Kering-owned fashion house Gucci is bringing its garden of snakes, flowers and butterflies to British retailer Harrods for the month of August.

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Gucci Garden will debut in late July and extend to the end of the following month, with activations ranging from a Gucci DIY station, window and digital displays as well as an edit of Harrods exclusives. Gucci's creative director Alessandro Michele is enamored with British punk attitude, making the brand's collaboration with Harrods just one of many initiatives paying tribute to the United Kingdom's culture.

An exclusive garden variety

The Gucci Garden takeover at Harrods will include a limited-edition capsule collection designed by Mr. Michele exclusively for the British department store. The Harrods capsule will include handbags, shoes and sneakers and ready-to-wear fashion for men and women.

Gucci will also provide its Gucci DIY service to Harrods consumers. An effort close to Mr. Michele's heart, Gucci DIY allows consumers to personalize their Gucci products by way of monograms, patches and other appliques.

Mr. Michele's gravitation toward personalization syncs with punk rock sensibilities and the designer's philosophy that how a person dresses expresses personality.

During the Gucci Garden effort, the brand's DIY service stations will also offer a variety of colorful butterfly patches that will be exclusive to Harrods.



Gucci creative director Alessandro Michele encourages consumers to personalize his designs. Image courtesy of Gucci

The Harrods takeover marks the first time Gucci has brought the full Gucci DIY offering to the United Kingdom.

Gucci will also bring an exclusive to Harrods' Beauty Hall. Harrods consumers will be the first in the U.K. to preview Gucci Bloom, the debut fragrance for women by Mr. Michele ([see story](#)).

In addition to Gucci's flora- and fauna-filled fashions and perfume, the brand will extend its motifs to Harrods' window displays, display areas and digital channels.

"This exciting collaboration will provide our customers with the unique and inspiring opportunity to challenge their personal creativity with the same eclectic spirit that Alessandro Michele has brought to fashion," said Helen David, chief merchant at Harrods, in a statement.

"In our floral-festooned Gucci wonderland, aficionados of the brand will be able to personalize their own statement items, from bags and shoes to ready-to-wear, in the ultimate interactive design experience," she said. "This is a true world-first exclusive with one of the hottest brands of the moment."

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